

## *Author's Note*

### NEWS FLASH!

#### **The World Mourns the Suicide of a Dream at the Intersection of Hopeless Highway and Broke**

“It’s a treacherous spot that every entrepreneur must pass on the way to Success Street,” says the news anchorwoman on the Dream News Network. “Ironically, as often happens, this local John Dough took his tragic leap off the overpass that’s just two blocks from Don’t Give Up Avenue.”

The man’s picture appears on the screen as the anchorwoman says: “According to our sources at Fate, this man was destined to become America’s next great business tycoon. His invention would have revolutionized the way we live. But now, society must wait for someone with the perseverance and tenacity to triumph over the tragic defeat that murdered this man’s aspirations.”

Video flashes to a cemetery, then zooms in on a tombstone. The anchorwoman says, “While we should be reading John Dough’s name on

businessman who takes his God-given gifts to the grave because he allowed fear, frustration and financial worries to kill his dream before it was born.”

Video shows the man giving a speech at a banquet; hundreds of people of every age and race rise to their feet, applauding the man’s words. The anchorwoman says: “John Dough was well-respected and on his way to becoming a dynamic pioneer in the business world. And what makes this such a travesty, his family tells us, is that an international corporation called to make a major deal with him just hours after he plunged into oblivion.”

The screen shows the man in a conference room; he’s yelling at a dozen men and women who are shaking their heads. The anchorwoman says, “Like many of the three million entrepreneurs who have committed suicide, John Dough was depressed by failed business alliances and naysayers who criticized him for quitting his corporate job to pursue his dream.”

The camera shows the anchorwoman, who says, “Now Fate tells us the man’s spirit will be charged with Treason and First Degree Murder of a Dream.”

and make a positive difference in people's lives. Instead, we hide our gift, or drop it when the work seems too heavy to lift it up for display and celebration on the world stage.

The tragedy is that the world loses out on the power of great minds. What if Bill Gates had given up before inventing Microsoft Computers? What if John Johnson had found it too daunting to launch his pioneering media empire? What if Henry Ford had quit when his first engine failed? What if Thomas Edison had uttered, "Oh, what's the use!" before he made that first lightbulb glow?

The world might be in the dark, with no cars, computers or magazines. But these visionaries persevered past failure. In fact, I've read that the average millionaire fails 17 times before he or she succeeds.

That's why I wrote *For Entrepreneurs Who Considered Suicide When Business Got Tough*. Herein lie words to inspire you to focus and live your dreams. Remember what JC Penny said: you are always on the brink of bankruptcy and brilliance. So have faith that your brilliance will always outshine bankruptcy. You're at the Intersection of Success Street and Wealthy Way. Walk tall and jump at your dream!

Yes, for those who have heard that the curb on

the sidewalk is as high as you can leap, this book is for you. For every start up business person afraid to take the ultimate challenge while knowing that the shackles of corporate America are enslaving them, this book is for you. To the small business owner who is trying to figure out how she is going to make payroll this month, don't quit; this book is for you.

For *Entrepreneurs Who Considered Suicide When Business Got Tough* has been written to inspire, motivate, assist and coach you in your mission of building your business. It is my desire that the notes, anecdotes, poems, and short narratives will uplift you during times when you are down, challenge you when you need that extra push, provide resources for your growth and help to monitor your mission. Most importantly, I hope that this book will be used as a daily prod-der causing you to continue pressing forward to claim your personal victorious outcome.

This is a book for entrepreneurs. Whether you are just starting out, in the midst of daily operating your business or strategizing to build and grow your company into one of the world's greatest businesses, *For Entrepreneurs Who Considered Suicide When Business Got Tough* has been designed for you. Go for it!

Go On! **JUMP!**

Jump Into Success!

– This book is all for that!

*Dr. Robert S. Shumate*

# EAGLES



*“You can’t soar like an eagle if you hang around chickens.”*

*– African Proverb*

*“If you walk around pecking at the ground, you’ll never see the fruit in the trees.”*

*– Robert S. Shumake*



*PART TWO: VISION*

EAGLES have strong wings, sharp claws,  
and KEEN VISION.

EAGLES are regal and unique.

EAGLES have ATTITUDE, and

EAGLES take ACTION!

EAGLES fly close to GOD.

They soar high and AIM HIGH.

EAGLES are family birds, and helping birds.

EAGLES SUPPORT.

EAGLES are flying experts. They either FLY  
or die! There is no in-between.

EAGLES SUCCEED by doing  
what other eagles DO!

EAGLES that don't are merely chickens.

**H**ave you ever seen a fat eagle?  
What about a fat turkey, chicken or  
pigeon?

A recent outing to the zoo with my children got me thinking about these birds, and how each one reflects human nature.

It's pretty wild to think about.

First, I looked into the eyes of an American Eagle. Talk about focus! That bird stared at me with such intensity, I felt it was reading my mind. And it sat so proudly — straight and tall, yellow beak high, its talons firmly gripping the solid log at the center of its exhibit. It seemed to move in unison with its partner, observing the humans as if we were on exhibit for them! With each turn of its head, the Eagle displayed a majestic spread of feathers framing its proud face. Its body? Lean and streamlined.

I walked away, awed by the aura of confidence that the bird had projected toward me. That bird knew it had an important purpose, and wasn't about to get off course.

After that, my family and I headed to the Farmyard. On the way, flocks of pigeons waddled across our path, pecking at the dirt to chomp down bits of popcorn, discarded hot dog buns and a melting ice cream sandwich. Some of the pigeons were so fat from devouring garbage all day long, they looked like feathered balls on tiny stick legs.

A short time later, we watched chickens and turkeys peck at the ground, constantly eating seeds off the dusty dirt. Their feet and some of their feathers were soiled. Their heads stayed down. And they ate constantly. As a result, some were quite plump. They had no consciousness that their sole purpose on the planet, in human's eyes, was to fatten up for slaughtering, seasoning and serving to the masses to devour. At the moment, they seemed quite happy to eat all day long and not think about their fate.

In my mind, "Aha! Moment" flashed like an imaginary neon sign.

Because I couldn't help but compare each of these birds to people.

Which one are you? An eagle, a pigeon, a chicken or a turkey?

We should all strive to be an eagle, the crown prince of the bird family, the symbol of American liberty and power.

But too many of us are pigeons, chickens and turkeys.

And it's all about lifestyle.

As an entrepreneur, it's time to take a hard look at your lifestyle. Are you fattening up, unwittingly preparing yourself for the slaughter of failure or bankruptcy?

Or are you focused and regal like the eagle?

How often do we go through life fattened by what the world gives us? Fattened with ignorance through false information. Fattened by hours of destructive television watching. Fat-

by hours of destructive television watching. Fattened by negative madness.

Consider for a moment the mental, physical nonproductive fattening habits you have acquired. Remember that turkeys and chickens are fattened for the specific purpose of being devoured. Recognize how your mental and emotional views are priming you for the slaughter. Know that what fattens you up, weighs you down.

Now, visualize the eagle. There is not one ounce of fat. He's a lean, mean, flying machine. You can't get close enough to eagles to entice them to eat the dirty grain prepared for chickens. Eagles soar high, collecting the wholesome meal befitting its power. The eagle demands respect. If you want to fly high like an eagle, you've got to lose weight mentally, spiritually, and physically. Drop the weight of negative thinking. Trim the fat of accepting average accomplishments. Commit yourself to a lean productive life-style.

And put these ideas into action as an entrepreneur.

Evaluate your business for areas you need to trim, then perform liposuction on the flab. Is the company weighed down by too much overhead? Are you indulging in extravagant expenses for entertainment, office maintenance, or taxes?

Pintpoint solutions. For example, if you need to gather better information from your accountant to guide your business more efficiently, then do so.

Be an eagle! Trim the fat... and FLY HIGH!

*PART FIVE*

FUNDING AND RESOURCE  
DIRECTORY

\* This is a directory of possible funding sources compiled. The author nor the publisher makes any guarantee of these sources as to contact information, integrity, or present availability. Seek each of them with business acumen by checking out any information received through proper sources (i.e lawyers, accountants, etc.)

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